

## JOINT DECLARATION FOR PATENT APPLICATION

As the below named inventors, we hereby declare that:

Our residences, post office addresses and citizenship are as stated below next to our names:

We believe that we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING, the specification of which

[ ] is attached hereto.  
 was filed on August 16, 1999 as Application Serial Number 09/375,234 and was amended on \_\_\_\_\_  
 (if applicable)

We hereby state that we have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to in this declaration.

We acknowledge the duty to disclose all information known to us to be material to the patentability of this application, as defined in 37 C.F.R. § 1.56.

We acknowledge the duty to disclose to the Office all information known to us to be material to patentability as defined in § 1.56, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

## Prior Foreign Application(s)

We hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Country	Application Number	Date of Filing (day, month, year)	Date of Issue (day, month, year)	Priority Claimed Under 35 U.S.C. 119
				Yes [ ] No [ ]
				Yes [ ] No [ ]
				Yes [ ] No [ ]
				Yes [ ] No [ ]

## Prior United States Application(s)

We hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, we acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application Serial Number	Date of Filing (day, month, year)	Status - Patented, Pending, Abandoned

And we hereby appoint, both jointly and severally, as our attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith the following attorneys, their registration numbers being listed after their names:

Thomas J. Scott, Jr., Registration No. 27,836; Stanislaus Aksman, Registration No. 28,562; Kevin J. Dunleavy, Registration No. 32,024; James G. Gatto, Registration No. 32,694; Scott D. Balderston, Registration No. 35,436; Tyler S. Brown, Registration No. 36,465; Christopher C. Campbell, Registration No. 37,291; Henry C. Su, Registration No. 37,738; Brian M. Buroker, Registration No. 39,125; Thomas G. Woolston, Registration No. 40,235; Charles F. Hollis, Registration No. 40,650; Kevin T. Duncan, Registration No. 41,495; Jonathan D. Link, Registration No. 41,548; Christopher J. Cuneo, Registration No. 42,450; Stephen T. Schreiner, Registration No. 43,097; Raphael A. Valencia, Registration No. 43,216; and George B. Georgellis, Registration No. P43,632.

All correspondence and telephone communications should be addressed to Hunton & Williams, 1900 K Street, N.W., Suite 1200, Washington, D.C. 20006-1109, telephone number (202) 955-1500, which is also the address and telephone number of each of the above listed attorneys.

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Full Name of  
First Inventor **ROTHMAN** Michael  
Family Name First Given Name **J.**  
Residence **6 Tower Road, Hopewell Junction, New York 12533** Second Given Name  
Citizenship **U.S.**  
Post Office  
Address **Same as above**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Full Name of  
Second Inventor **WITSIL** Kathleen  
Family Name First Given Name **H.**  
Residence **202 E. Hilldale Road, Kennett Square, Pennsylvania 19348** Second Given Name  
Citizenship **U.S.**  
Post Office  
Address **Same as above**

Signature \_\_\_\_\_ Date \_\_\_\_\_ **8/29/00**

Full Name of  
Third Inventor **NANEK** David  
Family Name First Given Name **W.**  
Residence **177 Ressique Street, Stormville, New York 12582** Second Given Name  
Citizenship **U.S.A.**  
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Address **Same as above**

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Signature Michael Rothman

Date 3-1-00

Full Name of First Inventor	ROTHMAN Family Name	Michael First Given Name	J. Second Given Name
Residence	6 Tower Road, Hopewell Junction, New York 12533		
Citizenship	U.S.		
Post Office Address	Same as above		

Signature \_\_\_\_\_ Date \_\_\_\_\_

Full Name of Second Inventor	WITSIL Family Name	Kathleen First Given Name	H. Second Given Name
Residence	202 E. Hillendale Road, Kennett Square, Pennsylvania 19348		
Citizenship	U.S.		
Post Office Address	Same as above		

Signature \_\_\_\_\_ Date \_\_\_\_\_

Full Name of Third Inventor	NANEK Family Name	David First Given Name	W. Second Given Name
Residence	177 Ressique Street, Stormville, New York 12582		
Citizenship	U.S.A.		
Post Office Address	Same as above		

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Signature David W. Namek Date March 2, 2000

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